

ABSTRACT OF THE DISCLOSURE

- A method and system for displaying updated, targeted, and/or alternately formatted advertisements to a consumer. The invention may use targeted ads in conjunction with consumer profile information to reach interested consumers. The
- 5 invention may further detect stale advertisements and replace them with updated advertisements having timely information. The updated advertisements are displayed in place of the stale commercials. The invention may also display alternately formatted advertisements in place of speeded-up advertisements during a fast-forward operation on a personal video recorder. Reward-based content may also be provided,
- 10 wherein the content is viewable only after one or more advertisements are viewed at normal playback speed. All of these functions are operable with a personal video recorder.

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